



Open Until 9:30 Saturday Night

What to wear on Easter can be easily and economically chosen from the many offerings presented as worthy of being featured in our



Great BEFORE EASTER Day of Tremendous VALUES



Through exceptional value-giving we are going to do our best to make Saturday a day of wonderful opportunities throughout our store for Easter shoppers. Our buyer has been busy gathering new quality merchandise for our patrons for Easter, and we earnestly believe that the offerings for Saturday are unmatched in style, price and desirability. Every woman who has planned to shop for Easter is especially invited to inspect our offerings for Saturday. We invite comparisons and our salespeople will be glad to give you every courtesy and attention to prove to you that **THE VALUES OFFERED IN EVERY SINGLE INSTANCE ARE UNUSUAL AND UNBEATABLE.**

A Special Presentation of New Arrivals for Easter

DRESSES

THE MATERIALS:

Georgettes
Taffetas
Crepe de Chine
Crepe Meteor
Printed
Georgette

\$19.85

THE SHADES:

Pekin, Navy,
Brown, Belgian,
Henna, Black,
Beige, Taupe,
Gray, Rookie.

Fashion's newest edicts are included in this offering for Easter shoppers. A great range of styles and models in a wide variety of shades and materials await your approval at this low selling price.

Seekers after exclusiveness and individuality will revel in our assembly of dress models on our second floor. A wide range of dress offerings are shown varying in price from—

\$12.50 to \$98.50

Beautiful Expressions of the Spring Modes in Women's Newest

SUITS

THE MATERIALS:

French Serge
Poiret Twill
Gaberlines
American
Poplin
Novelty
Materials

\$19.85

THE STYLES:

Box Coats
Vestee Models
Tailored Models
Blouse Effects
Flare Models

Clever models in wanted materials at a price that can be beat nowhere.

Easter is dress-up time, and there is no better way to meet it than to possess one of these splendid suits, which are really astounding values. They were selected for Easter selling, and we feel sure that at the price they will move quickly.

In our Suit Department you will find many clever models favored of fashion in a great variety of the season's most desired materials. There is shown a wide enough range of styles to assure every discriminating woman that she is sure to be pleased. The prices range from—

\$14.85 to \$95.00



Sweater Novelties

Never Shown in Memphis Before.

For Easter nothing could be more charming than one of these newest Parisian novelties in slip-on sweaters in styles and color schemes never shown in Memphis before. They are exceptional values which can not be duplicated. Baronne satin trimmed, angora trimmed and in angora and tricollette combinations.

\$15

We are also featuring a wide showing of sweaters in a wide variety of styles in Shetland wool, fiber, all silk, tricollette and all wool. There is a great range of shades. They are priced at from

\$1.98 to \$20



A REMARKABLE DISPLAY of WONDERFUL

Easter Hats

Specially priced for Saturday's Sale at

\$8.85

Large Sailors—Transparent Models—White Milans—Mitzi Sailors—Watteau Styles—Leghorns—Clever, Close-Fitting Turbans—Tam Effects—trimmed with wings, feathers, ribbons and flowers.

This sale brings an opportunity that rarely occurs before Easter; the very newest and smartest styles at prices unusually low, considering the character of these hats.

Spring's Most Distinctive Style Note in

CAPES and DOLMANS

Discriminating women of fashion choose in the popular capes and dolmans materials such as serge, poplin, velour and silvertone. At this price we are showing wraps of these fabrics in beautiful colors—trimmings include silk braids, novel collars and throws—large buttons, smart belts, and ties. In addition to the presentation at this price, you will find a galaxy of spring wrap styles at prices that run from—

\$7.85 to \$85

\$19.85

Skirts Favored of Fashion at Radical Selling Prices

The beauty of the new blouses and the wearing of capes has added to the desirability of the spring skirts. We have a complete assortment which is specially priced all along the line for Easter shoppers Saturday. Included are skirts along the new style lines in Fantasi, Baronne satin, embroidered Georgette, Crepe de Chine, Paulette, Tricollette and new novelty materials.

\$4.85 to \$25



Blouses \$2.98 AND \$4.95

Georgettes, voiles, crepe de chine, tub silks—tailored and dressy types that are new and unusual in style originality. Here at unusual prices are blouses in two assortments that show the newest ideas of fashion in a really clever manner. Embroidered, frilled and collarless modes. Every new color to match the spring suit.

Others Up to \$25

PETTICOATS

To Match New Spring Costume

A wide range of shades to match the new spring costume, made in all taffeta and in Jersey tops with taffeta flounces. They are exceptional values at this price of

\$2.98